

December 2007

If Rumors Were Horses

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Recommended Citation

Strauch, Katina (2007) "If Rumors Were Horses," *Against the Grain*: Vol. 19: Iss. 6, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.5314>

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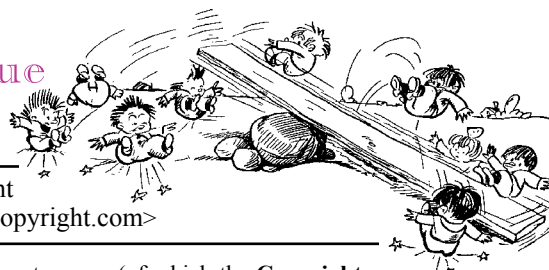
ISSN: 1043-2094

Against the Grain

"Linking Publishers, Vendors and Librarians"

Orphan Works: A Look at the Issue from Varying Perspectives

by **Edward W. Collieran** (Senior Director, Rightsholder Relations, Copyright Clearance Center, 222 Rosewood Drive Danvers, MA 01923) <ecollieran@copyright.com>



One of the most vexing copyright issues facing librarians and other content users who respect copyright is identifying and then finding rightsholders for photographs, articles and other works in order to get permission to use them and pay the associated royalties. When the rightsholder search comes to a dead-end, you've got an "orphan work." From a moral perspective, the orphan works challenge is a little like shopping at a store when the cashier has left his post: You want to pay for your goods, but no one's there to accept your money.

In the following pages you'll read articles

on orphan works reflecting the different perspectives of content creators and users. From the user perspective, we have an article from **Karen Oye**, Head of Customer Services at **Case Western Reserve University**. She works in a demanding environment serving nearly 10,000 students, 75 percent of whom are at the graduate level where library staff devote significant staff resources to identifying rightsholders and securing permissions.

Karen discusses the orphan works pressures faced by information professionals and the various approaches taken by different organizations, such as the **Library of Congress**

(of which the **Copyright Office** is a part), to help address the problem.

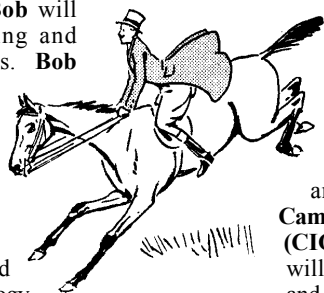
"But if you are an archivist trying to find the original photographer from a 1940s image," she writes, "or an author trying to locate an architect from a now-defunct firm so you can use a measured drawing, or an author trying to locate another author without benefit of any publisher's trail, you may never reach your desired result. More than likely, driven by fear of a later infringement claim, or the daunting task of detective work and high research fees, you'll give up entirely on your quest."

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If Rumors Were Horses

It's the new year and we are amazed at all that has been happening while Santa was working!

Wow! Talk about landing on your feet! **Bob (Robert E.) ("drdata") Molyneux** has joined **Equinox Software, Inc.**, the **Evergreen Experts**, as **Vice President for Business Development**. **Bob** will be directing corporate planning and developing strategic partnerships. **Bob** has an **MSLS** from **Western Reserve University** and a **PhD** from the **University of North Carolina-Chapel Hill**. He has worked in libraries, taught in three library schools, and made contributions to the library literature in data compilation and analysis and in information technology. He is working on a second edition to his textbook, *The Internet Under the Hood*, where he plans to expand the coverage of open source applications to capture the exciting capabilities that open source promises for the library community. "I am extremely pleased to welcome **Bob** to the **Equinox** family. He brings a unique blend of real-world experience,



practical knowledge, and extensive education to the table," said **Brad LaJeunesse**, President of **Equinox**. **Bob** can be reached by phone at 1-877-OPEN-ILS (673-6457) or by email at <bob@esilibrary.com>. www.esilibrary.com

Matt Dunie is leaving his role as president of **CSA** then **ProQuest**, after twelve years.

Dunie was president of **Bethesda, Maryland** based **CSA** at the time of its merger with **ProQuest Information and Learning** earlier this year. **Dunie** will remain an integral contributor to **Cambridge Information Group (CIG)**, parent of **ProQuest**. He will join its **Advisory Board** and will serve on the **RefWorks**

Management Board beginning January 1, 2008. He will also lead various special projects for **ProQuest** and other **CIG** companies. His new role will allow him to spend more time with his wife, **Elaine**, and their three young children. **Andy Snyder** is President of **Cambridge Information Group**. **Marty**

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1043-2094 (200712/200801) 19:6:1-L



From Your (celebrating) Editor:

I love this time of year. Maybe it's because it's my birthday month but as I get older I really don't look forward to the big event anymore. No. Now I have a real reason to like this time of year.

My first grandbaby was born December 20! His name is **Trifon Raymond Walser** and he is a cute little bundle of energy. Even when he cries he is cute!

Ever faithful to *Against the Grain*, we have persevered and turned out another great issue. **Ed Colleran** of the **Copyright Clearance Center** has put together several papers by **Karen Oye**, **Eugene Mopsik**, **Victor Pearlman**,

and **Dan Duncan** dealing with **orphan works**, the problems associated with them, and the legislation that has been pending for some time. We have interviews with **Mehdi Khosrow-Pour** (IGI-Global) and **Jonathan Dahl** (IEEE). **Back Talk** in this issue is about **food and the library**, one of our favorite subjects. We have another **Humble Opinion** about **reference services** by **Celia Rabinowitz**! **Ellen Finnie Duranceau** outlines eight principles for an emerging ecosystem regarding **Open Access**. We have a discussion by **Sandy Thatcher** of the **ACRL Report** on **establishing a research agenda for scholarly communication**, a look at the recent developments in the **Tasini** decision by **Bill Hannay**, **Todd Carpenter** views the landscape regarding **ERMS**, **Elaine Robbins** tells us how to enhance our **OPAC** with **LibraryThing**, **Christine Fisher** has a group therapy on database trials (and tribulations), **Ned Kraft** gets out his psychologist glasses to amuse us with **librarian psychology**, **Michelle Flinchbaugh** has two **Biz of Acq** columns (by **Susan E. Thomas** and **Xan Arch**) on **Wikis in Acquisitions** and a **sample journal display** at the **Pratt Institute Library**, and **John Cox** asked why **private equity** is interested in publishing. Whew! And that's not all by any means.

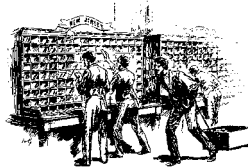
Meanwhile, I have to go get on an airplane to see my grandbaby! **Merry Christmas, Happy Hanakah, Kwanza, etc.**

Happy New Year! Here's hoping that **2008** brings all you ever desired.

Love, Yr. Ed.

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone 843-723-3536, or fax 843-805-7918, or snail mail: *Against the Grain*, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.



Dear Editor and Colleagues:

It is with a mixture of anticipation and regret that I announce my retirement as of April 1st, 2008 — my 38th anniversary at the **University of North Carolina at Chapel Hill**, all but eight months of it in **Acquisitions**. I wanted to write to thank those who have so frequently helped me with the many challenges facing us in recent years. And I wanted to wish everyone the best as you address the new demands and rapidly changing environment in which all of us find ourselves these days. It is a very exciting time to be working in the field of scholarly communication and I know that there will be many lively conversations in years to come! Also, I want to thank **Katina** and her hard-working conference planning committee for many years of successful and

stimulating gatherings to discuss the critical issues each year. The key to the **Charleston Conference's** success, in my opinion, is the active involvement of librarians, publishers, and vendors working together toward the common goal of benefiting our users. For my money, the **Charleston Conference** is the best buy around!

With warm regards,

Janet L. Flowers (Head / Acquisitions Department, CB 3902, University Library, University of North Carolina at Chapel Hill, Chapel Hill, NC 27514-8890 US; Phone: 919-962-1120; Fax: 919-962-4450) <jflowers@email.unc.edu> <http://www.lib.unc.edu/acq/>

Dear Editor:

Returning after a few years hiatus, I just can't live without *ATG*! Thanks for an engaging, informative source!

Flora G. Shrode (Head, Reference & Instruction Services, Merrill-Cazier Library, Utah State University, UMC 3000, Logan, UT 84322-3000; Phone: 435-797-8033; Fax 435-797-2880) <flora.shrode@usu.edu>

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Kahn continues as **CEO of ProQuest**.

www.cambridgeinformationgroup.com

www.proquest.com

www.csa.com

Speaking of **ProQuest**, did y'all see **Tina Orozco** in Charleston? She had just returned from her **HONEYMOON**. **Tina** is now **Tina Taylor**. Congratulations, **Tina**!

I can't believe it! **Jack Montgomery** <jack.montgomery@wku.edu>, our wonderful, caring, johnny-on-the-spot colleague, has been out of pocket! Here's the story. Monday, December 3rd, **Lesley** and **Jack** were at the local mall and had just finished dinner. As he waited for **Lesley**, **Jack** began to feel a bit wobbly. He took a step and began to stumble. When he tried to get up, he couldn't move his left arm. **Medics** came within minutes and gave him oxygen and he regained the movement in his arm, leg and speech. He stayed in the hospital for several days. It seems that **Jack** had a **Lacunar infarct** which usually occurs as a result of arterial blockage caused by high blood pressure (hypertension).

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AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

2008 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, PLA	February 2008	12/12/07	01/09/08
MLA, Book Expo	April 2008	02/20/08	03/05/08
SLA, ALA Annual	June 2008	04/16/08	04/30/08
Reference Publishing	September 2008	07/16/08	07/30/08
Charleston Conference	November 2008	09/03/08	09/17/08
ALA Midwinter	Dec. 08/Jan. 09	10/29/08	11/19/08

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or **Edna Laughrey** <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711 Address: 291 Tower Drive, Saline, MI 48176.

2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

2008 Proposed Theme — “The Best of Times — The Worst of Times”

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase

Thursday-Saturday, November 6-8, 2008 — Main Conference

Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2008 Charleston Conference** include — **Beth Bernhardt**, Principal Director (UNC-Greensboro) <beth_bernhardt@uncg.edu>, **Glenda Alvin** <galvin@Tnstate.edu>, **Cris Ferguson** (Furman University) <cris.ferguson@furman.edu>, **David Goodman** <dgoodman@princeton.edu>, **Chuck Hamaker** <cahamake@email.uncc.edu>, **Heidi Hoerman** <hoerman@sc.edu>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Heather Miller** (SUNY-Albany) <hmliller@uamail.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **John Perry Smith** (Total Information Inc.) <jps@totalinformation.com>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btpenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference.

Send ideas by **July 31, 2008**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409

843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell)

<kstrauch@comcast.net> <http://www.katina.info/conference> 



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Jack says that he is really ok; both physically and mentally. This type of stroke has the best prognosis for full recovery. In the meantime, **Jack** is changing his diet and exercising more! Sounds like something we all should be doing! And, **Jack**, we love you! Take care of yourself! Hugs!

And, in the meantime, **Jack** (above) has arranged for a fantastic **Wandering the Web on Pop-up Books** written by **Deana Groves**. See this issue, p. 82. Remember the article on **Movable books** by **Eleanor M. Heldrich** that was in the September, 1998 issue of *ATG*, v.10#4?

Next up! **Andrew Pace**, the genius **Head of Information Technology at North Carolina State!** **Andrew** is joining **OCLC** as **Executive Director, Networked Library Services**, effective January 7, 2007. In this position, **Andrew** will guide the future development of network level services for libraries. **Mr. Pace** spent the last nine years at **North Carolina State University Libraries**. As **Head of Information Technology** since 2001, he has led a staff of 16 librarians, programmers and systems specialists to support the Libraries' information technology directives. As **Assistant Head** from 1999-2000, he was primary liaison to the Department for Digital Library Initiatives and the UNC System's Automation and Networking Committee. **Andrew** was a **Systems Librarian** and **Product Integration**

Specialist at Innovative Interfaces, from 1996-1999. He serves on a variety of professional boards and organizations, including the **LITA Board** (Director-at-Large 2004-2007; **Vice President/President-elect** 2007-2009); **NISO Metasearch Initiative** (Co-chair, 2004-2006); and the **Open eBook Forum (OeBF) Library Special Interest Group**. As we all know, **Andrew** has written extensively about libraries, and has contributed regularly to *American Libraries*, *Computers in Libraries* and *Smart Libraries Newsletter* publications. His book, *The Ultimate Digital Library: Where the New Information Players Meet*, was published by ALA Editions in 2003. He blogs weekly for *American Libraries*' "Hectic Pace." **Andrew** earned a Master of Science in Library Science from **The Catholic University of America**, and holds a Bachelor of Arts degree in Rhetoric and Communication Studies from the **University of Virginia**. **Andrew** will reside in the Dublin, Ohio, area.

www.oclc.org

More about **OCLC**. Do you remember when **Cindy Cunningham** spoke in Charleston? It was at the **20th Charleston Conference: Issues in Book and Serial Acquisitions: Is Bigger Better?** (November, 2000). Her topic was listed as "Should Libraries be More like Amazon.com?" but she preferred the title of her talk to be "The Impact of E-Commerce on Libraries." Anyway, **Cindy** will join **OCLC** as **Director, Partner Programs** on January 7, 2008. She will play a leadership role in expanding the coverage of **WorldCat**, and in managing external partnerships. She will work

from Seattle, Washington. **Cindy** spent the last three years as **Director, Media Metadata**, for **Corbis**, a resource for advertising, marketing and media professionals worldwide, that provides photography, footage and rights services. From 1998 through February 2004, **Ms. Cunningham** held a variety of positions at **Amazon**, including U.S. Catalog Librarian/Program Manager. Before joining **Amazon**, **Ms. Cunningham** was **Head of Reference and Information Services** at **Kitsap Regional Library** in Bremerton, Washington. **Cindy** earned a Master's degree in Library Science from the **University of Washington**, and holds a Bachelor of Arts degree in International Relations from **Stanford University**. In addition to her professional volunteer work, **Ms. Cunningham** also served four years as **President** of the **Board of World Corps**, a non-profit organization based in Seattle which oversaw the installation of Internet kiosks-with accompanying training and economic development activities in four rural areas, in Kenya, India, Mexico and the Philippines.

www.oclc.org

More news from **OCLC**. The awesome **Larry Alford**, **Dean of University Libraries, Temple University**, has been named **Chair** of the **OCLC Board of Trustees**. He replaces **Betsy Wilson**, **Dean of University Libraries, University of Washington**, as **Chair** of the **OCLC Board**. **Betsy** served four consecutive one-year terms as **Board Chair**, which is the maximum allowed. She remains on the Board. **Larry** was elected to the **OCLC Board of**

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Take a closer look at....

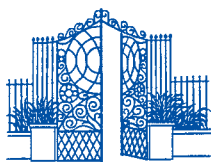
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Rumors

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Trustees in May 2002 by the OCLC Members Council, the 71-delegate discussion forum and communications link between member libraries, regional networks and other partners, and OCLC management. He was **Members Council President** for the 2000/2001 session, and served as a delegate from SOLINET, the Southeastern Library Network. As we are all aware, Larry was named **Dean of University Libraries at Temple University** in 2005, where he has responsibility for a federated library system that includes the five libraries of the Paley library system, a newly constructed 2 million volume remote storage facility, the three libraries that comprise the Health Sciences Libraries, and the Law Library. Prior to joining the Temple Libraries, he worked in a variety of positions in the libraries at the University of North Carolina at Chapel Hill over a 30-year period. He holds a Bachelor of Arts and Master's degree in Library Science from the University of North Carolina at Chapel Hill. He received the Distinguished Alumnus Award from the University of North Carolina School of Information and Library Science in May 2005.

www.oclc.org.

More great news. Terry Hulbert is joining The American Institute of Physics as its new **Director of Business Development**. He will begin with AIP effective at the beginning of January, 2008. Terry was formerly **Head of**

e-Development & Strategy for Institute of Physics Publishing (IOPP) where he worked for 13 years, during which time he was a driving force behind the development and marketing of online products and services. Terry has also served on international committees and standards bodies, including COUNTER. The American Institute of Physics is a not-for-profit corporation chartered in 1931 to provide publishing and distribution services for scientific and technical societies. AIP's online publishing platform, Scitation, currently hosts over one million articles from more than 150 scholarly publications of 25 learned society publishers.

www.aip.org

College and university librarians play a key role in academic success. Part of that mission is educating students on when to use the free Web for homework and research assignments, and when using the free Web is a serious mistake. Juggling many priorities in addition to this crucial goal, staff members are hard-pressed to create awareness of the library's online resources and to encourage time-challenged students to give them a try. To address this, ProQuest has launched a free **Library Marketing Toolkit** designed for academic librarians. "The Toolkit idea is an outgrowth of work we've done with a number of libraries and consortia to develop marketing strategies that build awareness and desire for the library's online collections," said Lynda James-Gilboe, senior vice president of marketing and customer care for ProQuest. "The warm reception for last

year's marketing kit for public libraries led us to tackle one for academic libraries. Based on real issues our customers face, this kit focuses on positioning library resources versus the open Web." The **Library Marketing Toolkit** combines a wealth of "how-to" advice from Beth Dempsey, library marketing expert, speaker, and author, with library best practices and print and digital marketing tools that are easy to customize for individual libraries. The **Library Marketing Toolkit** was recently mailed to academic libraries across the United States and is available free to any interested library. To download the materials visit the ProQuest Website at www.il.proquest.com/division/libraryadvocacy.shtml.

www.cambridgeinformationgroup.com

We all know the hard-working Lawrence Nagel, once the **Western Regional Manager for Midwest Library Service**. Well, as of November 1st, after almost 28 years this position, Lawrence is no longer a member of the Midwest staff. Here's his contact information: telephone (541) 482-5717, <nagel@mind.net>. Good luck in your next endeavors, Lawrence! Keep in touch!

Scopus® has announced that Scopus Custom Data is being used to help establish the annual **THES-QS World University Rankings**. The THES, (Times Higher Education Supplement), a London-based weekly newspaper that reports specifically on higher education issues, has published its **World University Rankings** annually since 2004. The Times Higher Education Supplement was founded in 1971 and is no longer affiliated to The Times [of London]. It works closely with QS, Quacquarelli Symonds, a careers and education specialist which provides guidance for higher education and career choices. The decision to move to Scopus was made based on the quality of the data. QS found that Scopus can provide enhanced transparency and clarity for the rankings and have expressed various reasons why Scopus data was preferred. First, more data is available, also for institutions outside the United States providing a more representative global picture for this indicator. Second, Scopus covers a larger number of papers and journals from 1996 onwards leading to a greater representation from universities and institutions that have adopted academic systems with different publication patterns. Third, Scopus incorporates non-English language content resulting in better numbers for institutions with large volumes of high quality research in their own language. And finally, Scopus provides access to greater data details that enhances the quality and transparency of the ranking process.

www.thes.co.uk

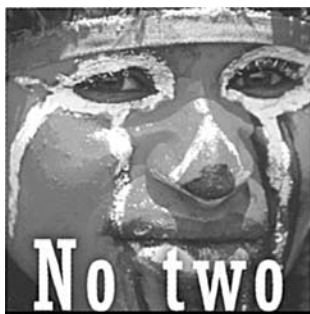
www.topuniversities.com

www.info.scopus.com

www.elsevier.com

A report by the Association of College and Research Libraries (ACRL) explores the gaps in our understanding of the ways that scholars create and share new knowledge.

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Rumors

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The white paper, "Establishing a Research Agenda for Scholarly Communication: A Call for Community Engagement," encourages academics, librarians, and their key partners to gather more data on practices that both enable and inhibit the production of scholarship and its communication. The report identifies eight themes, with research possibilities in each area. The paper resulted from a one-day invitational meeting in July, 2007, to collectively brainstorm the evidence needed to manage and influence the changing environment. Attendees included representatives from ACRL, the Council on Library and Information Resources, the Coalition for Networked Information, Ithaka, the Andrew W. Mellon Foundation, and SPARC (Scholarly Publishing and Academic Resources Coalition). ACRL scholarly communication committee co-chairs John Ober of the University of California and Joyce Ogburn of the University of Utah convened the meeting and discuss the report at <http://blogs.ala.org/acrlpodcast.php>. The document is available online for public comment at <http://www.acrl.ala.org/scresearchagenda>.

Speaking of which, we have a few comments on this report in this issue! See Sandy Thatcher's "From the University Presses: How to Establish a Research

Agenda for Scholarly Communication, Part I: A Paranoid View," this issue, p. 50. Sandy is the Director of Penn State University Press and a column editor for *ATG*. We hope to have an interview with Joyce Ogburn, one of *ATG*'s Associate Editors and co-chair of the committee in the next issue of *ATG*. Send us your comments and questions!

Always interesting to keep up with old colleagues. Chuck Hamaker <cahamake@unc.edu> always alert to changes and news, sends us this news of Dick Rowe from *OLPC Community-News* (2/3/2007), posted by Walter Bender <walter.bender@gmail.com>. "Dick Rowe has joined us as President of the OLPC Foundation. Former associate dean at the Harvard Graduate School of Education, member of the Massachusetts State Board of Education, and Chair of the Massachusetts Business Alliance for Education, Dick spent several years working in Nigeria with the West African Examinations Council and more recently directed the Internet and Information Services team of the Howard Dean Campaign. With Dick's leadership, the Foundation will be responsible for the 'bottoms up' work of the OLPC mission: raising investments from corporations, foundations, and individuals that will be used to stimulate local grassroots initiatives designed to enhance and sustain over time the effectiveness of XO Laptops as learning tools for children. OLPC's new Website contains information about the Foundation under the 'Participate' arrow."

We missed the awesome Carol Richman

(Director of Licensing, Sage Publications) <carol.richman@sagepub.com> in Charleston in November. She sprained her ankle, of all things!

Speaking of Sage, it is supporting the newly formed Peter Lyman Graduate Fellowship in New Media by making a substantial donation of \$100,000. The fellowship is being created in memory of Peter Lyman, former university librarian and professor emeritus of the School of Information at the University of California, Berkeley, who died recently of brain cancer. Professor Lyman was nationally known from his widely-cited, landmark study on information overload entitled, "How Much Information?" which was co-authored with Hal Valerian. The Peter Lyman Graduate Fellowship in New Media will support the living and educational expenses of selected Ph.D. students at the UC Berkeley Center for New Media, who are pursuing cross-disciplinary research involving new media, children, and K-12 education. Professor Lyman actively mentored students from a variety of disciplines, and this fellowship will carry on his work.

www.sagepublications.com

Speaking of Charleston, I ran into the amazing John McDonald <jmcdonald@library.caltech.edu> in Charleston. He had one of those fancy new iPhones (I think it was) that we have been hearing about. Boy, was it "way cool"! John was showing me pictures of his newborn little girl. He was navigating by touching the screen and it was much more user-friendly than the touch screens that we are familiar with from restaurants and all. (This is not a paid commercial ... and, no, I do not have, nor do I plan to buy an iPhone.) (But I wish I could!)

Also, ran into the versatile Tom Mulak <tmulak@liebertpub.com> in Charleston. He had a "Flip" — a camera that will take up to 60 minutes of movies. Tom, a great photographer, (some of his pictures from the Conference are on our Website www.katina.info/conference) was putting the camera to good use!

Maney Publishing has announced the appointment of Kimberly Martin to the new position of Executive Publisher in North America. The appointment is the latest step in Maney's expansion into the American market, and Kimberly's role will be to develop the list and strengthen contacts in the US. Maney's Managing Director is Michael Gallico. Kimberly has previously worked with ME Sharpe and Taylor & Francis, and before that in a wide variety of production, marketing, and managerial roles. She lives near Philadelphia. Maney Publishing was founded in 1900 and has offices in the UK in Leeds and London, and in North America. With a collection of over 70 journals in materials sciences, the humanities, and healthcare, Maney also publishes for learned societies, universities, and professional bodies.

www.maney.co.uk

We at the College of Charleston have a library which is two years old. But it's still

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new and we love it. After many years in an old building, we have come to appreciate the feel of a “new” place. Anyway, recently we had a big meeting/debate over food and drink in our new library and I was interested to read **Tony Ferguson’s** latest **Back Talk** on the same topic. But I’m not sure he’d agree with our decision. See this issue, p.86.

Speaking of this issue, remember when the bam-zowie **Bob Schatz** used to be a column editor? Well he is making an appearance as guest editor of **Bob Nardini’s Issues in Vendor/Library Relations** column in this issue and he is talking about the **transformation of the book**. See this issue, p. 74.

Also, I hope you all heard about the **TCA Annual Awards** this year. One of the recipients was **LibraryThing** and it is featured in the **Innovations** column, this issue, p.72. We also welcome **Elaine Robbins**, our guest editor for this **Innovations** column! **Elaine** is a brand new graduate from the **University of South Carolina School of Library and Information Science**.

www.charlestonco.com

Speaking of **USC School of Library and Information Science**, we greatly missed the incredibly energetic **Heidi Hoerman** <hoerman@sc.edu> at the **Charleston Conference** this year! **Heidi** was under the weather but she sent her students anyway. We missed **News From Yesterday** too, **Heidi**. Hope it returns next year!

As always, **liblicense** is frequently on my computer screen. Read the **Richard Poynder** fascinating interview with **Peter Suber**, widely regarded as the *de facto* leader of the open access movement. It’s part of the **Basement Interviews** with leaders of the open access movement.

poynder.blogspot.com/2007/10/basement-interviews-peter-suber.html

Did you hear **James O’Donnell** speak in Charleston? The Panel, organized by the amazing **Ann Okerson** was called “What Do Users Want?” and included **Ann**, **James**, **Lucinda Covert-Vail** (NYU), and **Cecily Marcus** (CLIR postdoc fellow). Based on extensive user studies at several institutions, it is clear that **librarians are listening more to their end users** and re-imagining libraries as places that meet traditional and new, unimagined needs.

Just heard the sad news that the wonderfully gentle **Lenore Dudley** once of **Appalachian State University Library**, died Wednesday, December 19, 2007, at her home. She was 73. I remember **Lenore** fondly as one of the first attendees of the Charleston Conferences many years ago. She was always smiling and upbeat. Born **Lenore Wiedman Dudley** of Sheridan Avenue, Boone, she was a former resident of Ashtabula, Ohio. Born November 17, 1934 in Ashtabula, Ohio, **Lenore** was a daughter of the late **Helen Danko** and **Charles Allen Wiedman**. **Lenore** graduated from Ashtabula

High School in 1952. She attained both a **BA** and **MA** and retired from **Belk Library at Appalachian State University**. Her love of animals and especially dogs, led her to serve many years on the **Board of Directors** for the **Watauga Humane Society**, in which she served in many capacities. At one time she had adopted dogs from the shelter. She enjoyed gourmet cooking and was a fan of TV cooking shows. Stricken with polio as an infant, she did not let her handicap affect her endeavors in education, library work, or interest in protecting animals. Surviving are her brother, **Charles Wiedman** and wife **Dolores** of Frisco, Texas, three nieces, two grand nieces, and one grand nephew. In lieu of flowers, memorials may be made to the **Watauga County Humane Society**, in care of **Jan Watson**, 196 Paul Critcher Road, Boone, NC 28607. May she rest in peace.

www.austinandbarnesfuneralhome.com/obituary.php?name=54

And this **news trumps it all!** Guess what? Yours truly is a grandmother, or **Yiayia**, as we say it in Greek. Grandson, **Trifon Raymond Walser** was born at 2:58 AM on December 20! He weighed 7 lbs, 6 ounces and was 20 ½ inches long. He is in San Antonio, Texas, where I am going shortly, as soon as I finish this issue of **ATG**! Gosh! Pretty awesome!

More news! **Duke University Press** has announced the development of a new pilot electronic book product for trial during 2008. The **e-DukeScholarly Books Collection** will provide perpetual online access to at least 100 new scholarly books published by **Duke University Press** in the humanities and social sciences in a calendar year. With the purchase of the current year’s titles in the **e-Duke Scholarly Books Collection**, libraries will also receive access to all of the Press’s backlist books now available in electronic form. The **e-Duke Scholarly Books Collection** will be hosted on the **ebRARY platform**. The business model of the **e-Duke Scholarly Books Collection** builds on that of the **e-Duke Scholarly Journals Collection**, which evolved with much collaboration and feedback from the library community. The Collection will feature a tiered pricing structure based on Carnegie classifications and a print add-on option. Undertaken with the guidance of **Project Consultant** and online content and library market specialist **October Ivins**, the pilot project (launching in January 2008) has been extended to a select group of partner libraries. The goal of the project is to refine the product according to actual practice, so that it fully meets library needs when it is made available to the larger institutional community in 2009. **Duke University Press** will be soliciting feedback from the pilot participants regarding issues such as access, pricing, the site license, and vendor preferences.

www.dukeupress.edu/library/edukebooks.html

www.ebrary.com

Got a great email from a long-lost **Charleston Conference** attendee the other day – **Phil Dankert!** **Phil** is having **hip**

replacement surgery on December 31, 2007. He is somewhat apprehensive but I told him it would be a piece of cake based on my husband’s experience in July, 2007. Anyway, **Phil** sent a great letter to the editor (see it in the February issue, 2008; BTW, have you renewed your subscription?). He says he is hoping to come back to Charleston for a reunion some time soon!

Speaking of renewing your subscription — drumroll — **ta da** — we have a new **ATG Website**. It’s called the **ATG News Channel** and every individual and library which is a **PRINT** subscriber to the journal will get a user name and password shortly to access the full site. You can post your own Rumors, jobs, articles, discussion topics, whatever. Check is out and participate!

www.against-the-grain.com/

A footnote here – Can you believe that **ATG** is no longer a teenager! We are **20 years old!** That’s right, we begin volume 20 with the **February** issue! **Renew! Renew!**

Coutts Information Services Inc was recently awarded a five-year contract to supply United States, Canadian, and United Kingdom books to **Dartmouth College Library**. Dartmouth College and its Library were founded in 1769 by **Eleazar Wheelock** is one of the oldest academic research libraries in the U.S. The library includes nine facilities: Baker-Berry Library, Sherman Art Library, Paddock Music Library, Feldberg Business and Engineering Library, Rauner Special Collections Library, Kresge Physical Sciences Library, Dana Biomedical Library, Matthews-Fuller Health Sciences Library, and the Storage Library. **Dartmouth College Library** has been a member of the **Association of Research Libraries** since 1932. The collections include 2.5 million bound volumes, 2.6 million microforms, 20,000 manuscripts and archives, 35,000 sound recordings, 500,000 graphic materials, and 49,000 current serials, and the Library is a Federal Depository Library. The Library’s staff of 175 serves 5,700 undergraduate and graduate students and 780 teaching faculty. The fiscal year 2007 acquisitions budget topped \$8.3 million. The Library plans to consolidate its English-language monographic approval plans, firm orders, and standing orders. In announcing the Library’s decision, **Elizabeth Kirk**, Associate Librarian for Information Resources at **Dartmouth College Library**, said: “Our goal was to simplify the selection and acquisition of both print and electronic monographs so we can devote more time to the increasingly complex issues that academic libraries face today.” **Jeffrey Horrell** is Dean of Libraries and Librarian of the College at **Dartmouth College**.

library.dartmouth.edu/

www.couttsinfo.com

www.ingrambook.com

And speaking of **Dartmouth**, ran into **David Seaman** at the **Fifth Readex Digital Institute** in Chester Vermont in October, 2007. You will remember that **David** joined

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much like **The Harry Fox Agency**¹⁶ for music, **The Copyright Clearance Center**¹⁷ and publishers for print publications, Websites for image sharing, or the **Creative Commons**¹⁸ licenses for digital works, we clearly need to find reasonable solutions to discovery of copyright holders. A new orphan works section also could benefit from a look-back provision, much like the three-year cycle in reviewing the **Digital Millennium Copyright Act (DMCA)**.

The **Executive Summary Conclusions (Report on Orphan Works)** should remain front and center, for the enrichment of the public interest and access to works: the problem is real, elusive to quantify and describe, and we need a meaningful solution to the problem as we know it today. For all the disintegrating films, the music that might not be played, the research that won't occur, let the rest of us "opt-in" on orphan works...read some more and become conversant, and comment when we have the next opportunity. 🌱

Endnotes

1. <http://www.copyright.gov/reports/strategic2004-2008.pdf>
2. U.S.C. §107, Art.1, Sect.8
3. **Duke University School of Law, Center for the Study of Public Domain**, "Orphan Works," <http://www.law.duke.edu/cspd/orphanworks.html> (last accessed Oct. 28, 2007)
4. Ibid.
5. **Stanford Determinator Renewal Database** <http://collections.stanford.edu/copyrightrenewals/bin/page?forward=home> (last accessed October 28, 2007)
6. <http://www.copyright.gov/fedreg/2005/70fr3739.html>
7. <http://thomas.loc.gov/cgi-bin/bdquery/z?d109:h.r.05439>
8. *Executive Summary*, pg. 2, (Main Text, no appendices), Orphan Works Report, <http://www.copyright.gov/orphan>
9. **Carlson, Scott**, "Whose Work Is It, Anyway?" *Chronicle of Higher Education*, 7/29/2005, Vol. 51, Issue 47
10. <http://www.copyright.gov/orphan>
11. <http://thomas.loc.gov/cgi-bin/query/z?c109:H.R.6052>
12. **Pike, George H.**, "An Update on Orphan Works," *Information Today*, Jul/Aug 2007, Vol. 24, Issue 7.
13. **Varian, Hal R.**, "Copyrights That No One Knows About Don't Help Anyone," *New York Times*, 5/31/2007, Late Edition, Business Day Section, *Economic Scene*, pg. 3
14. Digital Case, university institutional repository and archive <http://lilibrary.case.edu/digitalcase>
15. Conversation with **Tim Robson**, **Kelvin Smith Library**, **Case Western Reserve University**, October 31, 2007.
16. <http://www.harryfox.com>
17. <http://www.copyright.com>
18. <http://creativecommons.org>

against the grain people profile

Karen Oye

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FAMILY: Married, with a daughter who is an accomplished artist & metalsmith in San Francisco.

PROFESSIONAL CAREER AND ACTIVITIES: **NASA Research Center (Cleveland) Technical Library** — Librarian, early days of Web design; **Case Western Reserve University** — Librarian; Copyright, Public Services, Marketing & PR; Chair of **InterCampus Services Committee**, **OhioLINK**; President, **SLA Cleveland Chapter**; First Chair of **ILLiad Users Group**; Committee Chair, **ALA/RUSA Virginia Boucher OCLC Distinguished ILL**; Librarian Award; Invited presenter to **ALA, SLA, OCLC**, various state library user days.

IN MY SPARE TIME I LIKE TO: Finding spare time, then reading, photography, travel.

FAVORITE BOOKS: Historical biography that leads me somewhere new; mysteries for pleasure and the puzzle solution.

PHILOSOPHY: Engage in the love of learning, embrace change, and let it show! It energizes you and others, and the momentum is exciting.

MOST MEANINGFUL CAREER ACHIEVEMENT: Campus copyright policy and getting others to understand what copyright does for them; also guiding support staff to new ways of understanding and living customer service.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: It's my hope that continuous advancement with technologies should just become normal to all of us. It's already a natural part of our lives. We use what tools we have, from printed tomes, to fiche, to digital, to wikis, blogs, and other new things that help us teach others. In an environment where change is normal we'd be more agile, faster to change, and in so doing, more truly speak the same language as our customers, who are less concerned than we are about new things. If we could get to that point, we'd be more effective teachers, and would hopefully contribute to the changing landscape, helping to drive it. 🌱



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the **Dartmouth College Library** in late 2006 as **Associate Librarian for Information Management**. He says he is happy to be staying close to home these days with his wife and young children. Sounds like an idyllic environment.

Three college textbook publishers, **Pearson Education**, **Cengage Learning** and **John Wiley & Sons, Inc.**, have won a \$213,000 judgment in damages against **Yustianto Tjiptowidjojo**, **Atlanta, Ga.**, who was engaged in the sale of counterfeit electronic copies of instructors' solutions manuals. The court also awarded the publishers \$115,000 in attorneys' fees and costs. While **Tjiptowidjojo's** liability

for copyright and trademark infringement had earlier been determined by the Court as a matter of law, a jury trial was necessary to determine whether **Tjiptowidjojo's** infringement was willful, thereby expanding the range of money damages that could be imposed upon him. **Tjiptowidjojo's** infringing conduct was in fact willful, and consequently found him liable for an award of increased damages to the publishers. The publishers' complaint, filed in **U.S. District Court of the Southern District of New York**, alleged that **Tjiptowidjojo**, while working at the **Georgia Institute of Technology**, **Atlanta**, obtained copies of instructor solutions manuals, reproduced the manuals, and sold them through online sales under the user names "vernarmor," "micheladolfol" and "godfrey_of_ibelin."

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When the Copyright Owner ...
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right Office and the publishing community have said that it is the responsibility of the creative community to digitize its archive of analog images and deposit them in private databases accessible on the Internet. In theory, that position seems to make sense. However, it ignores some crucial realities. First, we are talking about fundamental changes in the **Copyright Act** upon which business models have been in place for decades. As a practical matter, the legislation that was introduced last year would have the effect of making visual artists retroactively lose much of their previous copyright protection for any of their images that are not posted on the Internet with robust identifying information. There is a certain basic unfairness about that approach.

Second, and perhaps more significant, is the fact that most artists, illustrators and photographers are sole practitioners or tiny enterprises. They have little or no support staffs. They work full time to earn an income that averages something in the area of \$30,000 - \$40,000 per year. Each of them has an archive of analog images that probably numbers in the hundreds of thousands. For them, having to edit, digitize, and keyword their existing archives of analog images would mean having to pay someone else money that they don't have, or stop working for a long period of time to accomplish those tasks, themselves. That is, the choice is to protect their existing copyrights by ceasing to work, or abandon those copyrights in order to continue making a modest living. This is, at best, a **Hobson's** choice. The cost of a project of this magnitude is clearly demonstrated by considering the resources of the two entities that have already attempted it on a limited scale: **Corbis**, owned by **Bill Gates**, and **Getty Images**, started by the **Getty** family and publicly traded.

Probably the most logical candidates for creating a digitally searchable archive of images currently in analog form are the **U.S. Copyright Office** and its parent, the **Library of Congress**. They already possess a substantial archive of images through deposit copies of registered and/or published works. They also have access to the resources of the

against the grain
people profile

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Eugene Mopsik

PROFESSIONAL CAREER AND ACTIVITIES: Worked for 32 years as a corporate/industrial photographer.

IN MY SPARE TIME I LIKE: Sail, garden, and cook.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:

For the future, I want **ASMP** to continue as the premier association for publication photographers with expanded information, education and advocacy efforts and a membership grown to over 7000.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:

Would like to see photographers take back control of the sale and license of their images through the use of the Web. Concerned over the dilution of copyright protection for visual artists. 🌱



U.S. government, at least to the extent that **Congress** will allow. Since helping users to locate copyright owners is a public service, it is a task that should be well within the charges of both entities. However, the **Copyright Office** has taken the position that it will not, under any circumstance, allow online searches of deposit copies, even after it has completed implementation of its online system for registering copyrights and depositing copies. That is a **Gordian Knot** that appears to be too strong for any sword to sever.

Where does all of this leave us? The goal here is to provide a solution that will allow users to have access to copyrighted works in spite of the inability to locate the copyright owners while not sacrificing the rights of photographers, artists and illustrators on the altar of orphan works. One elegantly simple solution would be to take the previous legislation and limit the scope of the protection afforded under it to non-commercial uses that are non-revenue producing or are works of non-fiction. This would leave intact copyright protection where

uses are for things like advertising, product packaging, t-shirts, coffee mugs, etc. However, it would provide a safe harbor for uses such as non-fiction books, articles, special interest Websites, documentary films, etc. As always, the devil is in the details, but we believe that this concept paves the way to a fair and workable solution to this quandary.

Currently, social networks and other file sharing Websites have created tremendous pressure to make images free and accessible to all. This makes the ability to identify a rights holder and track the various uses made of a particular image of paramount importance. Growing public pressure may, over time, lead to a diminution of the copyright protections currently afforded to creators. It is the interests of the public that drive legislation, not the concerns of rights holders. We need an equitable solution to the Orphan Works dilemma — particularly for images — and the maintenance of copyright protection in order to ensure the viability of photography as a profession. 🌱

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When **Tjiptowidjojo** repeatedly refused to stop the illegal activity, the publishers sued to halt the sales and seek damages.

www.pearsoned.com

www.wiley.com

www.cengage.com

Sage and the **Westchester Academic Library Directors Organization (WALDO)** have signed an agreement to offer participating member libraries access to **Sage's** online

journals. Researchers at participating **WALDO** libraries in New York, Connecticut, New Jersey, Massachusetts, Pennsylvania, New Hampshire, and Vermont can now explore content in over 400 journals (including backfiles to 1999) via **Sage Premier**. **WALDO** is a not-for-profit multi-type library membership consortium supporting the procurement and administration of electronic information services for libraries in the Northeast United States since 1982. **Robert Karen** is the Director of Member Services.

www.sagepublications.com

www.waldolib.org/

Bill Easton has been promoted to Senior Director, Asia-Pacific Sales at **Innovative Interfaces**, effective January 1, 2008. Since joining **Innovative** in 2006, he has served as a Customer Sales Representative in the Midwest region of the U.S. **Bill** has over two decades of experience in library automation, having held positions in systems support, system installation, and sales. He has also worked in all types of libraries — academic, public, and special.

www.iii.com

The **Council of Graduate Schools (CGS)**/

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Will Anyone Adopt the Orphans?
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nal consideration of the orphan works measure. In the end, the **House Judiciary Committee** tried to create an omnibus bill that included the orphan works legislation, but that measure (**H.R. 6052**) also contained controversial digital music licensing provisions that were enough to guarantee that neither the full **House** nor the **Senate** would take up the measure.

Since that time the debate on orphan works has gone silent. Partly that is because both the **House** and **Senate Judiciary Committees** have been focused on patent reform, and no other rights-related legislation is likely to be considered until that debate has run its course. At the same time, it is not unusual for legislation from a previous **Congress** — no matter the amount of time and effort devoted in carefully crafting compromises — to be open for full reconsideration.

Indeed, that appears to be the case. Both sides of the debate have been focusing on the “diligent search” requirements from last year’s bill, and both can be expected to offer revisions — from the library and academic communities probably less strictures, and from the publisher and author communities more specific statutory guidelines. Other issues may also arise. For example, third-party licensing arrangements — sometimes granting exclusive rights and sometimes not — have become commonplace among copyright owners. The bill last year did not address situations where the copyright owner is found but the third-party licensee to whom rights have been granted cannot be located, or vice versa. In addition, it is uncertain whether libraries and universities have less energy or enthusiasm for the legislation, perhaps because a great deal of their effort has been devoted to the **Copyright Office’s** current **Section 108** study group or because of those sovereign immunity provisions contained in last year’s bill.

All of these issues, and more, will be further debated before a final orphan works bill is in-

against the grain people profile

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Dan Duncan

BORN & LIVED: Wichita, KS; Grinnel, IA; Boston, MA; Germany; Italy; Philadelphia, PA; Orlando, FL; Washington, D.C.

EARLY LIFE: Born and raised in Wichita, KS; attended public schools.

FAMILY: Single, unmarried.

PROFESSIONAL CAREER AND ACTIVITIES: Eight years as legislative director for former **Rep. Jack Brooks (D-TX)**, former chairman of the **House Government Operations and Judiciary Committees**. Lobbyist representing **West Publishing Company** (1989-1993); Senior Vice President, Government Affairs, **Information Industry Association** (1995-1998), Vice President, Government Relations, **Software & Information Industry Association** (1999); Executive Director, **NFAIS** (2000-2001).

IN MY SPARE TIME I LIKE: What spare time?

FAVORITE BOOKS: *Siddhartha* by **Hermann Hesse**; *Tin Drum* by **Günter Grass**, *Alexandria Quartet* by **Lawrence Durrell**; *Narrative of the Empire* series by **Gore Vidal**; almost any biography.

PET PEEVES/WHAT MAKES ME MAD: People to whom the words “please and thank you” are not in their lexicon.

PHILOSOPHY: Carpe diem.

MOST MEANINGFUL CAREER ACHIEVEMENT: Finally landing a job at **McGraw-Hill** (seriously).

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: See a database protection measure enacted in the United States.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: The industry will be even more digital, users will be wanting even greater control over the information we provide, and without strong and active education and compliance systems, piracy will likely destroy more than one publishing house. 🌱

roduced again — let alone before a final bill is blessed by **Congress**. In the long run, the chances for passage of orphan works legislation seem dimmer as each day passes without reintroduction of a bill. The real push must

come from those who see a policy or political advantage in finalizing a measure — and that means publishers and users must come together and determine whether and what kind of orphan works bill they want. 🌱

Rumors
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UMI Distinguished Dissertation Awards, honors for **doctoral dissertations**, were presented to **Dr. Michael D. Chasar** of the **University of Iowa** and **Dr. Cristobal Uauy** of the **University of California, Davis**. The winners were announced at a ceremony during the **47th CGS Annual Meeting in Seattle, Washington**, on December 6, 2007. Presented annually since 1982, the awards are selected by an independent committee from the **Council of Graduate Schools**. **Dr. Uauy** received the 2007 Award in **Biological and Life Sciences** for his research on **improving the nutritional composition of wheat**. He received his Ph.D. in **Genetics** earlier this year from the

University of California, Davis. The Award in **Humanities and Fine Arts** was presented to **Dr. Chasar** for his work on the **role of poetry in popular culture**. He completed his doctorate in **English** at the **University of Iowa** this year as well.

www.proquest.co.uk
www.csa.com

Alibris, Inc. founder **Marty Manley** has announced that **Brian Elliott** will take over as CEO of **Alibris** as of the new year. **Elliott** is an eight-year veteran of **Alibris** and has served as the company’s President and COO since 2006. “I have had a very rewarding ten years,” declared **Manley**, who launched the company with bookseller **Dick Weatherford** in late 1997. “When we started **Alibris**, we thought the Internet could help sellers find new

customers and help book lovers find what we used to call ‘hard-to-find-books.’ **Alibris** has grown from a few employees working out of my house to a large, consistently profitable, global exchange for books, music, and movies. The end of a decade is the right time for me to make a transition that we have been considering for some time. **Brian** is the right person to lead this company through the next stage of its growth, and I am proud to turn the business over to him.” **Manley** indicated that he is starting a new company and will announce details in the new year.

www.alibris.com/about/press-releases-2007-12-05.

And, remember when we interviewed **Martin Manley** <marty@reputationnetworks.

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From the Reference Desk from page 44

latedness is an obvious theme throughout this work. Brief bibliographies follow each entry and related articles are linked by "see also" references." Value added features include a resource guide listing books and periodicals, a chronology, a glossary, and an appendix that lists the United Nations main environmental indicators for water, climate change, air pollution, waste and land use. The use of color photos and maps, as well as relevant sidebars in each volume enhances the impact of the set making it visually compelling and interesting. There is one minor caveat. The general index is repeated in each volume which of course is convenient, but one questions the cost effectiveness of a practice that adds more than 90 pages to each volume.

That being said, the *Encyclopedia of Environment and Society* is a unique and timely contribution. It is one of those reference works that helps lend definition to a field where due to the interdisciplinary nature of its components, added clarity is required. Thoughtful and skilled editing along with high production values have created an encyclopedia that will prove itself a valuable addition to both academic, as well as larger public libraries.

The Encyclopedia of Society and Culture in the Ancient World (2007, 978-0816069415, \$360) is a four-Volume set published by **Facts on File**. Edited by **Peter Bogucki** of **Princeton University** and containing contributions from more than 100 scholars, the articles in this encyclopedia are geared to advanced high school students and college undergraduates, as well as interested lay readers.

The set is organized alphabetically and views 69 different topics as they are seen in early societies from the Ice Age to those of the Ancient Greeks and Romans. Each of the topics covered starts with an introductory essay and is then followed by discussions of the topic as it relates to 8 individual centers of civilization including "Africa, Egypt, the Middle East, Asia and the Pacific, Europe, Greece, Rome, and the Americas."

The topics covered in the set are those that you would expect from a work that focuses on society and culture. Essays deal with subjects ranging from physical adornment to household goods, from health and disease to roads and bridges, and from laws and legal codes to sports and recreation. In addition, 14 of the 69 topics address what the editor terms as "major" subjects like agriculture, art, the economy and science.

The articles offer broad surveys and as such are useful as background information for further research with each article having a bibliography leading to more specific sources. Value added features include a glossary, a chronology, and a general index. In addition, relevant primary sources are interspersed within related articles making their use easier and their importance more obvious to the reader.

The *Encyclopedia of Society and Culture in the Ancient World* provides a solid foundation for further exploration. The essays on each topic draw from research in a variety of fields ranging from archaeology to art history and as such, offer a necessary multifaceted and interdisciplinary approach. Public, high school and college libraries will all want to consider adding it to their collections. **Facts on File** also plans a companion set entitled the *Encyclopedia of Society and Culture in the Medieval World* for release in late April of 2008. (978-0816069361, \$360)

Libraries interested in additional sources of social and cultural history may also want to consider the *Greenwood Encyclopedia of Daily Life: A Tour through History from Ancient Times to the Present* (2004, 978-0313325410.) It is a six-volume set that lists for \$682.95.

The *Encyclopedia of American Journalism* (2008, 978-0415969505, \$195) is a one-volume treatment of a subject that is of increasing interest to a variety of students. Published by **Routledge** and edited by **Stephen L. Vaughn**, this work consists of 405 articles varying "in length from 500 to 5,000 words" that offer scholarly coverage American journalism reflecting its historic development, both past and present.

Individual articles cover topics ranging from journalistic practices to major publications, technological developments to influential journalists, and relevant laws and legislation to important associations and organizations. Accordingly, entries vary from those on practices like investigative reporting, feminist journalism and blogs to sketches of people ranging from **Thomas Paine** to **Nellie Bly** to **Bill Moyers**. Specific attention has also been paid to foreign language, as well as ethnic newspapers. Readers

will find articles on "the Chinese-American, German-American, Japanese-American, Jewish, Native American, Latino presses, and more." Other articles treat topics as distinct as the Alien and Sedition Acts, satellite technology, the Fairness Doctrine, the **FCC**, **Salon.Com**, and **Fox News**.

As noted above, the coverage in this volume is diverse and fairly comprehensive, however, as the editor points out in his introduction, "special attention has been given to developments since 1945 and the end of World War II." Those looking for comprehensive coverage of the impact of journalism during earlier periods like the Civil War may be disappointed. While deserved coverage is given to the Anti-slavery movement, and editors like **Horace Greeley** and newspapers like the *New York Tribune*, the southern press is ignored. There is no mention of the *Richmond Enquirer*, the *Charleston Mercury* or other major southern newspapers of the era. Arguably such in-depth coverage was not within the scope of the present volume but future editions might consider expanding the historical content and growing into a multi-volume set.

The *Encyclopedia of American Journalism* is intended for a scholarly audience and will be of particular value to undergraduates interested in 20th century American journalism. The articles provide needed background along with a thorough discussion of their topics. The *Encyclopedia* is text rich with few illustrations and each entry is followed by a useful bibliography. Finding aids include both an alphabetical and thematic list of entries along with a helpful analytical index leading to content on specific pages. Academic libraries supporting journalism and communication programs will want to give it serious consideration for either reference, or circulating collections. 🌳

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com> in *Against the Grain*? It was v.11#6 (Dec, 1999/January 2000, p.40. Well, the update is that **Martin** is now Founder and CEO of **Reputation Newtorks, Inc.** which has small offices in Lake Merritt at 580 Grand Avenue, Suite 306, Oakland, California. His mailing address is PO Box 7775 (#54909), San Francisco, CA 94120-7775. Business details will be announced in the new year.

www.martinmanley.com

Have gotten lots of great **holiday greetings!**

Latest one was from **Jack Montgomery** who I mentioned way above, can you believe that he had time to send yours truly a **birthday card!** Anyway, **Jack** says that he is doing much better and that he had a wake up call that he **does** intend to heed! Hooray! You

go, **Jack!!!** Much love from all of us!

Did I tell you that **Barbara Meyers** — the **inventress of the great publishers' panels and skits in Charleston** — boy! Do we miss them, **Barbara!** Anyway, **Barbara** is now **Barbars Meyers Ford!** <bmeyersconsulting.com> We hope to see you at the **2008 Charleston Conference, Barbara!** Come on down!

Got a great card from the wonderful **Tove Rosado** (once of the **University of Connecticut**) and her husband **Gabriel**. **Tove** says they have had a wonderful year traveling to Spain twice, to Costa del Sol, and to the old country, Denmark. She says in Denmark they joined a group of three old girlfriends and toured Sweden and Finland, and then St. Petersburg for five days. Gosh! It's enough to make us all want to retire, yes? When she's at home, **Tove** enjoys her garden. She says she hopes to make it to Charleston this coming year. Wouldn't that be great!

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Drinking From The Firehose — The Serial's Life Cycle: The Report of Its Death has been Greatly Exaggerated

Column Editor: **Eleanor Cook** (Appalachian State University, Boone, NC) <cookei@appstate.edu>

The Serial as we know it has been doing some strange things lately, and since this observation is actually being published in a print serial, it will be subject to the very conditions to which the ailing serial is coming under assault — perhaps you can understand the irony of the situation.

The death of the Serial has been greatly exaggerated, to borrow a turn of phrase from **Mark Twain**. While the concept of seriality continues to hold significance in today's information flow, the word has become jaded. "Serial" is about to become interred in the obsolescence graveyard along with our friends "Buggy whip," "CRT" and "Acoustic Coupler."

At my own institution, we are reorganizing again. We first reorganized over ten years ago. Back in 1995, we created a new name for "technical services." We started with: **Materials Acquisitions & Processing**. Shortly after the first reorganization was completed the name was shortened and the word "acquisitions" was jettisoned. I wrote an article in 1996 called "Reorganization revisited; or, is acquisitions an endangered species?"¹ This time around, the word "acquisitions" has done an about-face and is once again in vogue, and instead "serials" has become the word to remove from our vocabulary and from the organizational chart.

The new team will be called "Bibliographic Services" or some variation of this, and will consist of two units — Cataloging/Metadata and Acquisitions (which will include Document delivery/ILL borrowing). Serial functions will be spread across these two functional areas. At least this is my understanding of what will happen, although the details are yet to be addressed.

Speaking of renaming serials, there was a decision made this summer by **ALA's Association for Collections & Technical Services (ALCTS)** to rename their Serials Section "Continuing Resources." I happened to be a member of the committee that made this recommendation. However, no one at my institution has expressed interest in adopting this new terminology — instead, they seem more enthralled in labeling people and things with the "e" prefix.

For example, we now have an "E-Learning" Librarian. For awhile during reorganization

discussions, the acquisitions position was titled the "Acquisitions and E-Resources" Lead Librarian. The word "serials" has become sidelined for extinction. It is as though serials have ceased to exist.

Why is this? Most of the products we manage through subscription these days are electronically delivered. Databases and electronic journal packages dominate our budget expenditures. This tends to be true for most academic institutions, no matter the size. Even eBooks are often serials these days, in that many times you pay an annual subscription fee for their access.

The print journal collection is rapidly shrinking. Of course, we still get printed versions of little poetry and art journals and popular news magazines and such, along with a number of academic standbys, mostly in the humanities and social sciences. But we are moving major scholarly journals to "Online Only" as fast as possible. It is an expensive challenge to move to "e." Even **Katina** wants to take **ATG** to the e-cutting edge, but she can tell you about how complicated it can be on a shoe-string budget.

The other print serial that is moving towards dinosaur status is the reference standing order. How many of these do you still have? Most of these materials are being replaced by databases and Websites.

However, seriality is still an important concept in our information world. Electronic journals still act like print journals in that they change titles, change frequency and change publishers. These aspects continue to bedevil those of us who manage their care and feeding. Unfortunately, many of our colleagues have no clue about the details of managing continuing resources (electronic or otherwise) and aren't always aware of the impact these variations have on access. But they are grateful that someone "back" in technical services (or whatever you are calling it these days) is aware and is keeping them up and running.

So — if you happen to be an administrator who still likes to look at print matter and you are reading this, please do not kill off your serials department. Rename it, if you must — but don't think you can make serials go away. They will come back to bite you if you throw the administration of serial products on to the backs of staff and librarians who don't really understand the nuances of seriality. As my colleague **Kay Johnson (Radford U.)** recently quipped, books are mortals and serials are immortals — how apt this comparison is!

Serials are immortal because they never die. Even those who go into hibernation by slowing their output to almost nothing often times revive themselves later. Monographic works, regardless of their format, have a definite beginning, middle and end. Monographs are like us humans — Serials are more like Gods. (I guess this makes eBooks some kind of half-breeds.)

Therefore, make sure to treat your electronic products like the serials they are and respect their immortality. Those of us who have been managing serials for awhile should be kept around at least long enough during the reorganization so that it all doesn't come to a grinding halt (after all, the serials may be immortal, but we humans are not!) I am being reorganized into the realm of copyright and intellectual property, which is interestingly relevant to serials. In fact, I know several serials librarians who have made this career move. So I have no reason to complain — the pay is the same and I still have tenure. And fortunately those who will inherit my workload are energetic and smart and want to learn all about it. For that I am very grateful.

So be sensitive to seriality, no matter how "e" things become. If not, I suspect the Gods will have their way. ☹



Endnotes

1. Cook, Eleanor I. Reorganization revisited; or, is acquisitions an endangered species? *Library Acquisitions: Practice & Theory*, Volume 20, Issue 1, Spring 1996, Pages 77-84.

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One of **Lyman Newlin's** favorite people in the world was **Tove!** Anyway, I was reading in the newspaper the other day about the old

gentleman who forty years ago wrote a card to several of his friends. Did you see it in your newspaper? He gave the card to his barber and asked her to mail the card to his friends after he was gone. The return address on the card was listed as "Heaven." What a practical joker! Anyway, this reminded me of **Lyman**

too! Isn't this something he might have done! Have to apologize to some people for not being about to run their articles in this **ATG** — but there's always next year! **Richard Abel** continues his story of the **Richard Abel Company**. More coming up in 2008.

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — KS

WELL, YOU ALWAYS WANTED TO BE AN AVATAR by Bruce Strauch (The Citadel)

The next level up from **Facebook** is virtual three-dimensional worlds. **Club Penguin**. **Barbie.Girls.com**. **Second Life**. And now comes **Kaneva**, the brain-child of **Christopher Klaus** who became a billionaire while a student at **Georgia Tech** via **Internet Security Systems**. With that wad of money in his pocket, he had no need of venture capital when he launched **Kaneva**, his virtual world community where participants will create animated avatars that are their alter egos to socialize with other avatars.

See — **Matthew Schiffrin**, "Rocking the Visual World," *Forbes*, Dec. 24, 2007, p. 103.

NO MODELS OR ACTRESSES AT ATG by Bruce Strauch (The Citadel)

In 2005, **Kathy Ireland** and **Elizabeth Taylor** got control of **House of Taylor Jewelry**, a higher-end jewelry company that markets under the names of said model and actress. Shares have dropped 92% in two brief years. From a market cap of \$279 million, it's now at \$29 million. Shares are selling at 60 cents.

See — **William Barrett**, "Stock on a Hot Tin Roof," *Forbes*, Nov. 26, 2007.

THE END OF TV AS WE KNEW IT by Bruce Strauch (The Citadel)

MySpace moves into the MTV world with *Roommates*, a tale of four girls fresh out of college living in reality-non-reality. Episodes are four minutes and plot is thin.

So along with **YouTube**, **MySpace** is now taking on TV via the Internet. **YouTube** and **Facebook** are letting viewers put up the content, but advertisers aren't excited by babies eating dog food or 14-year-old girls kissing each other. **MySpace** has found you can produce a professional video like *Roommates* for \$3,000 and put an ad at each end. Plus **Ford** forked over an estimated \$500,000 sponsorship in advance. In one episode, a girl buys — you guessed it — a new **Ford**.

See — **Erika Brown**, "Smiles, Everyone," *Forbes*, Dec. 10, 2007, p. 66.

ROSENBLATT'S PROGRESS by Bruce Strauch (The Citadel)

The son of a nuclear physicist, **Richard Rosenblatt** got a law degree to please his parents. He hated it. But then along came the Internet. He built **MySpace** for a failing company and sold it to **Fox** for \$650 million of which his cut was \$23 million.

Now he has raised \$320 million for **Demand Media**, the Web's largest social network of hobby sites. Amateurs and experts will hang out via the Web, share how-to articles and post videos. And as advertising rolls in, the contributors will share in the loot. The company is valued at \$1 billion.

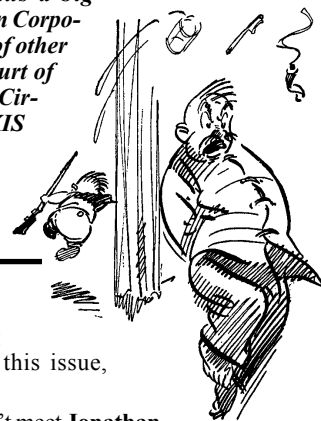
See — **Erika Brown**, "The Mixologist," *Forbes*, Oct. 15, 2007, p. 52.

THE BEST LAID PLANS OF MICE AND MEN by Bruce Strauch (The Citadel)

The damages settlement of the famous *Tasini v. N.Y. Times* case has broken down on appeal. You don't have to register a copyright to have one; only put your work in tangible form. But you have to register to sue. And a whole bunch of writers who were part of the settlement were not registered.

Thus, the district court has no jurisdiction over them and can't approve the settlement. And the appeals court vacated and remanded "for proceedings consistent with this opinion." Which is presumably a blizzard of registrations.

See — *In Re: Literary Works in Electronic Databases Copyright Litigation plus a big mess of names v. Thomson Corporation and a whole mess of other names, United States Court of Appeals for the Second Circuit, 2007 U.S. App. LEXIS 27558 (2007).*



fascinating interview, this issue, p. 34.

And, I didn't meet **Jonathan Dahl** under such dramatic circumstances, but I met him nonetheless and the rest is history. See his interview, this issue, p.32.

I am sure that you have all heard about the recent decision by the **US Court of Appeals for the Second Circuit** regarding the *Tasini* decision in 2001. Anyway, the wonderful **Bill Hannay** has written an article in this issue p.84 and we

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Rumors from page 68

We at the **College of Charleston** are buying more media (**DVSs** and **VHS**) than ever. How about you? **Philip Hallman's** great **Media Minder** column will run in the February issue of **ATG**. Coming up!

And we have a great **Wiki and acquisitions article** in this issue, p.78 but we have another **acquisitions and wiki** article by **Steve McKinzie** and **Keith Engwall** coming in a future issue! In case you missed it, **RENEW**, **RENEW**!

Be sure and read **Celia Rabinowitz's** rebuttal to **Rick Anderson's Op Ed** about reference librarians. **Celia** says she will continue to **staff her reference desk with librarians!** This issue, p.30.

I was always leary of riding the elevators in the **Francis Marion hotel**. No. It's not just the FM elevators, mind you, it's every single elevator. I should say that I am leary of riding ANY elevator. I have been stuck in more than one and I don't like it one bit! But, you know what, I "screwed my courage to the sticking place" (to quote **Lady Macbeth**) and rode the elevator in the FM. And who did I meet and talk to but the delightful **Dr. Mehdi Khosrow-Pour!** See our

Vendor Library Relations from page 74

has transferred to those titles. What similar sensory and emotional responses will be awakened, delighted by eBooks?

Within my working lifetime, we will no longer make any differentiation between physical books and eBooks. eBooks will rule and be the accepted norm. Perhaps the word "book" in any form will pass into oblivion, the same way early cars were called horseless carriages, a term that has no meaning in today's world. Will that be something lamentable? I think not. It will just mean we've witnessed, participated in, and survived a very big change, but survive it we will. We'll all enjoy the benefits of having easy access to virtually limitless information about the world. For those of us inclined to still have books we can hold, bookstores of some sort will still be around, though they may be the equivalent of antique stores today. So be it. I like antiques. I may be one myself someday.

In the meantime, I intend to welcome the new with a minimum of lamentation for the old. What comes is inevitable. As **Dickens** reminds us:

"Change begets change. Nothing propagates so fast. If a man habituated to a narrow circle of cares and pleasures, out of which he seldom travels, step beyond it, though for never so brief a space, his departure from the monotonous scene on which he has been an actor of importance would seem to be the signal for instant confusion.... The mine which Time has slowly dug beneath familiar objects is sprung in an instant; and what was rock before, becomes but sand and dust." 🌿

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also have a **Bet You Missed** it on p. 73. Your crack **ATG** staff – **at work!**

And the awesome **Christine Fischer** has taken over the **Group Therapy** column from two able predecessors – **Rosann Bazirjian** and **Beth Bernhardt**! How does your library handle **database trials**? Ours does a lot of them and they are year-round affairs, not a cyclical event. Do you tell teaching faculty about them? See this issue, p.65 for an interesting discussion of this continuing issue.

And speaking of awesome! The fabulously wonderful **Margaret Landesman** has collected some incredibly interesting articles on initiatives by public libraries. Coming up in the February issue of **ATG!** I ask again, have you renewed your subscription?

Saw the amazingly energetic **Anne Langley** <anne.langley@duke.edu> at the **Charleston Conference** in November. **Anne** is Chemistry Librarian at **Duke University** and she and **Helle Lauridsen** (**ProQuest**) spoke about "deep indexing." This is the data that is available in tables, figures, and graphics that in the past has been difficult to access. **Anne's** case study, this issue, p.83 is about something entirely different, though. She asks what to do with a new employee.

What is the single **biggest game changer** that will alter scholarly communication in the next 3-5 years? This is just one of the questions that the bam-zowie **Greg Tananbaum** asked his panel during the **2007 Charleston Conference**. He summarizes briefly in this issue, p. 80.

And I hope that you all heard the wonderful paper by **Bill Hannay** (especially his rendition of "Ready for Teddy") during the **2007 Charleston Conference**. And if you didn't, shame on you. Still, we have his paper for an upcoming issue.

And, thanks to the incredibly hard-working **Ramune Kubilius** <r-kubilius@northwestern.edu> there are tons of other meeting reports in this issue, p.53.

Be sure and visit the new **ATG NEWS CHANNEL** at www.against-the-grain.com!

HAPPY NEW YEAR!

Yr. Ed. 🌿

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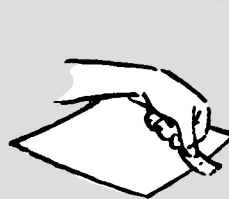
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